

# **INTERNSHIP REPORT**

**ON**

**Enhancing Fly Privilege's Travel Services: A Strategic Approach to  
Ticketing and Visa Operations**

**Submitted by**

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**Date of Submission**

**24<sup>th</sup> April, 2025**

# Letter of Transmittal

24<sup>th</sup> April 2025

To,

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of the Internship Report.

Dear Madam,

I am pleased to submit my internship report titled “Enhancing Fly Privilege’s Travel Services: A Strategic Approach to Ticketing and Visa Operations” in fulfillment of the requirements for my Bachelor of Tourism and Hospitality Management degree at Daffodil International University.

This report outlines my experiences and findings during my internship at Fly Privilege, focusing on analyzing and enhancing its core operations. I hope it provides valuable insights and meets the academic standards expected.

I am grateful for your guidance and for the support extended by the Fly Privilege team throughout this process.

Sincerely,



Md Shihabul Islam

ID: 201-43-133

Bachelor of Tourism & Hospitality Management

Department of Tourism & Hospitality Management

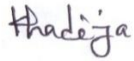
Faculty of Business & Entrepreneurship

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# Certificate of Approval

The following is to affirm that this internship report titled “Enhancing Fly Privilege’s Travel Services: A Strategic Approach to Ticketing and Visa Operations” submitted by Md Shihabul Islam, ID: 201-43-133, in fulfillment of the requirements to complete Bachelor of Tourism and Hospitality Management from Daffodil International University, has been thoroughly reviewed and accepted. This paper is an independent work by the student and was done under my direction.

Signature



Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

# Acknowledgement

I express my deepest gratitude to the Almighty Allah, my Creator and Sustainer, to whom we all ultimately return. This report is dedicated with immense love, respect, and gratitude to my parents, whose unwavering support, encouragement, and faith in my abilities have been a constant source of strength and motivation throughout my academic journey.

I am sincerely thankful to all those who have contributed, directly or indirectly, to the successful completion of this internship report. I would like to extend my heartfelt appreciation to my respected teachers and supervisor at the Department of Tourism and Hospitality Management, Daffodil International University, for their continuous guidance, valuable suggestions, and thoughtful feedback during my studies and the preparation of this report.

A special note of thanks goes to the entire team at Fly Privilege, the organization where I had the opportunity to complete my internship. Their warm support, practical insights, and professional guidance played a vital role in enhancing my understanding and experience during the internship period. I am truly grateful for the opportunity to work with such a dedicated and inspiring team while preparing my report on “Enhancing Fly Privilege’s Travel Services: A Strategic Approach to Ticketing and Visa Operations”.

Lastly, I acknowledge that any errors or shortcomings in this report are solely my responsibility.

Sincerely,



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# Executive Summary

Fly Privilege is a travel agency in Bangladesh that caters air ticketing and visa processing issues. The agency started in 2023, and has carved out a niche for itself by providing customized travel solutions at competitive prices with customer-focused approach. But in spite of its advantages, Fly Privilege has significant functional inefficiencies, including manual-based workflows, technology uptake, a small work force, and third-party dependence for ticketing and visa issuing. Not having an IATA accreditation means it is less efficient in issuing tickets directly, which means longer and costlier processing time.

The agency's existing processes were assessed by both qualitative and quantitative data, including a combination of customer journeys, process maps and industry benchmarks to determine gaps in services to allow for recommendations on areas to target for improvement. Results showed that Fly Privilege is already highly reputed regarding its visa service but it is operating on a small scale due to a manual approach, thus suffering from a lack of efficiency and customer experience. Against these challenges, an integrated digital system for bookings, payment processing, and visa tracking would help meet today's customer expectations in the hospitality industry.

To maintain its place in the industry, this agency needs to adjust itself with the high demand for digital convenience and self-service option. Among its key recommendations are developing a customer-friendly online booking and visa tracking system, automating ticketing and visa processing workflows for operational speed, and extending the direct visa processing capacity further beyond Thailand to avoid over-dependence on 3rd parties. It could also, following an IATA certification, get directly into airline ticketing systems, making it more competitive and efficient to serve its clients. Having a stronger workforce and spending more on employee training would further assist companies in handling the rising number of customer inquiries and their demand for services. This not only provides Pay Privilege with increased quality of service and pace of flow but also works as an organizational leverage in order to get make an impact in the market as a household name in travel.

The report is like a road map for sustainability and growth in the long term in a smart and regular fashion, responding to evolving industry standards and customer expectations. Fly Privilege can keep evolving with growth driven by modernization, digital transformation and process optimization whilst continuing to be strong at what it does best: providing tailor-made services to its customers.

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# **Chapter 1:**

## **INTRODUCTION**

## **1.1 Origin of the Report**

This report has been prepared based on the professional and academic experiences gained during the study of Tourism and Hospitality Management at Daffodil International University. The opportunity to apply the fundamental knowledge of tourism operations acquired from the bachelor's degree in a real-world setting was provided through the internship at Fly Privilege. Key operations such as air ticketing, visa processing, and customer service were actively engaged in throughout the internship period. Through this practical experience, the challenges faced by small travel agencies, along with the opportunities for enhancing efficiency, were brought to light. The primary objective of the report is the analysis and simplification of Fly Privilege's visa processing and airline ticketing services. In addition to fulfilling academic program requirements, the report has been designed to reflect the internship experience and theoretical learning, with the aim of contributing to the operational growth of the agency.

## **1.2 Background of the Report**

Bangladesh's travel and tourism sector is expanding quickly due to factors like better connectivity, increased globalization, and an increase in demand for both business and leisure travel. Travel agencies play a critical role in this competitive environment by providing necessary services like air ticketing, visa processing, and personalized travel packages. Customer satisfaction and business success now depend heavily on providing services in an efficient and dependable approach.

Fly Privilege is a small but dynamic travel agency that was founded in 2023 to meet the growing demands of tourists. A niche market of budget-conscious clients looking for personalized service is served by the agency, which specializes in airline ticketing and visa processing for South and Southeast Asian destinations. In 2024, Fly Privilege registered with THAI ITC and obtained a CAAB (Civil Aviation Authority of Bangladesh) license, which enhanced its credibility and allowed it to provide dependable ticketing and visa services. However, obstacles like reliance on outside suppliers for specific services and lack of an IATA (International Air Transport Association) license limit its ability to grow and operational effectiveness.

The objective of this report is to analyze Fly Privilege's primary business activities, with a focus on its visa and airline ticketing services. To improve the agency's efficiency and service delivery, operational gaps will be identified, and workable solutions will be proposed. Drawing on practical experience gained during the internship, the report aims to support Fly Privilege's expansion and outline a plan for future enhancements.

## 1.3 Objectives of the Report

The broad objective of this report is to analyze the air ticketing and visa processing processes of Fly Privilege, find operational shortcomings and suggest feasible changes to improve customer satisfaction and service delivery.

### Specific Objectives

- To analyze Fly Privilege's current procedures for visa processing and air ticketing.
- To find out the service gaps.
- To recommend technology driven tools and techniques to improve its service.

## 1.4 Methodology

The methodology for this study follows a qualitative and quantitative research approach to evaluate Fly Privilege's current procedures for visa processing and air ticketing, identify service gaps, and recommend technology-driven enhancements. Data was collected through **observations, informal interviews, customer feedback analysis, and industry benchmarking** to provide a comprehensive understanding of the agency's operational challenges.

Observations focused on assessing the step-by-step workflows for visa processing and ticket issuance, identifying bottlenecks that cause delays or inefficiencies. Informal interviews with the owner, employees, and third-party vendors provided insights into internal challenges, workload distribution, and the impact of dependency on external ticketing platforms. Additionally, customer feedback was analyzed by reviewing complaints, survey responses, and direct inquiries to determine key points and expectations regarding Fly Privilege's services. Secondary data analysis included reviewing industry reports, IATA certification requirements, and automation trends in the travel sector to compare Fly Privilege's operations with best practices.

The data was analyzed using process mapping, gap analysis, and feasibility assessment to determine areas for improvement. Process mapping helped visualize current workflows and inefficiencies, while gap analysis identified missing service components that affect customer experience. Feasibility assessments were conducted to evaluate the cost-effectiveness and scalability of digital transformation initiatives such as online booking systems, CRM tools, and automation software.

### 1.4.1 Limitations of the Study

The study's scope is limited to Fly Privilege's internal operations, specifically focusing on visa processing and air ticketing, without examining financial performance or marketing strategies. Some limitations include restricted employee and vendor availability for interviews and a limited sample size for customer feedback, which may not fully represent all service users. Despite these constraints, the methodology ensures a structured and in-depth evaluation of Fly Privilege's operational strengths, weaknesses, and opportunities for service improvement, ultimately

supporting the recommendations for enhancing efficiency, reducing dependency on third-party vendors, and integrating digital solutions.

### 1.4.2 Data Collection Methods

- **Primary Data:** Challenges and expectations were discovered through team interviews, ticketing and visa process observations, customer survey and customer interaction monitoring.
- **Secondary data:** Analyzing internal documents, industry standards, and relevant research assessed operational efficacy and identified best practices for improvements.

### 1.4.3 Analytical Tools

Inefficiencies and opportunities for adopting best operating standards were identified using a range of analytical tools and techniques, including:

- Process Mapping
- Gap Analysis
- Feasibility Assessment

These tools were applied in alignment with industry standards. Through process mapping, detailed visual representations of current workflows were developed, which helped to identify bottlenecks, redundant activities, and areas that could be streamlined. Using gap analysis, deviations between current practices and industry best practices were highlighted, clearly showing where improvements were needed. A feasibility assessment was then conducted to evaluate the practicality of implementing proposed changes, considering organizational capabilities and resource availability.

### 1.4.4 Data Analysis Approach

To systematically identify inefficiencies, delays, and dependencies, both qualitative and quantitative data were carefully analyzed. This approach ensured that proposed solutions aligned with Fly Privilege's mission and strategic goals. Qualitative insights were gathered through customer feedback, staff interviews, and direct observations. These methods highlighted operational points and offered valuable perspectives on user experience and service quality. Quantitative data—such as transactional planning records (e.g., processing times, task volumes), and performance metrics—provided measurable indicators of efficiency.

By combining these data sources, a comprehensive understanding of the agency's operations was achieved. This integrated analysis enabled the development of targeted, practical recommendations that addressed immediate challenges while supporting long-term organizational success.

## **Chapter 2:**

# **COMPANY PROFILE**

## 2.1 Overview

Founded in 2023, Fly Privilege is a travel agency based in Dhaka that specializes in offering individualized travel services that are catered to the particular requirements of each of its clients. The agency mainly serves individual travelers and small groups and specializes in air ticketing, visa processing, and custom travel packages. It focuses on providing expertise in South and Southeast Asia and serving destinations in these regions. Fly Privilege, which employs a small but dedicated staff of two to three professionals, places a high value on dependability, affordability, and outstanding customer satisfaction in its mission to provide clients with high-quality services that fit their needs and budgets.

## 2.2 Mission and Vision

**Mission:** To offer each client individualized, dependable, and reasonably priced travel options that meet their particular requirements while maintaining the highest standards of customer service.

**Vision:** To become a top travel agency in Bangladesh's travel sector by continuously improving the quality of our services, welcoming innovation, and broadening our product offerings.

## 2.3 Key Milestones

2023: Established with a focus on personalized travel services.

2024: Obtained a license from the Civil Aviation Authority of Bangladesh (CAAB), which makes sure they follow national aviation rules.

2024: Registered with THAI ITC, which lets them get a visa for Thailand directly.

## 2.4 Core Services

**Air Ticketing:** Offers ticketing services all over the world.

Lacks an IATA (International Air Transport Association) license, so it has to rely on outside companies to sell tickets.

**Visa Processing:** Specializes in processing visa applications for travel to South and Southeast Asia.

Handles Thailand visas directly through its registration with the Thai ITC.

**Customized Travel Packages:** Creates customized travel plans that accommodate the personal preferences and budgets of clients.

**Customer Support:** Offers real-time support both before and during travel as well as documentation help.

## 2.5 Organizational Structure

**Owner/Manager:** The Owner/Manager plays a central role in the organization, overseeing business development, client relations, and the overall strategic direction of Fly Privilege. This position ensures that the agency's operations align with its mission to deliver personalized and efficient travel services. Responsibilities also include building partnerships with external vendors, negotiating agreements, and ensuring compliance with industry standards such as CAAB regulations.

**Team Members:** The team members handle the core operations of Fly Privilege, including customer service, ticketing, and visa processing. They are responsible for maintaining smooth day-to-day operations by addressing client inquiries, preparing visa applications, and coordinating with third-party vendors for ticket issuance and additional services. Their role extends to managing customer expectations and ensuring timely and accurate delivery of services, which is crucial for maintaining the agency's reputation. Additionally, team members contribute to administrative tasks and assist in tracking service efficiency and client feedback to inform process improvements.

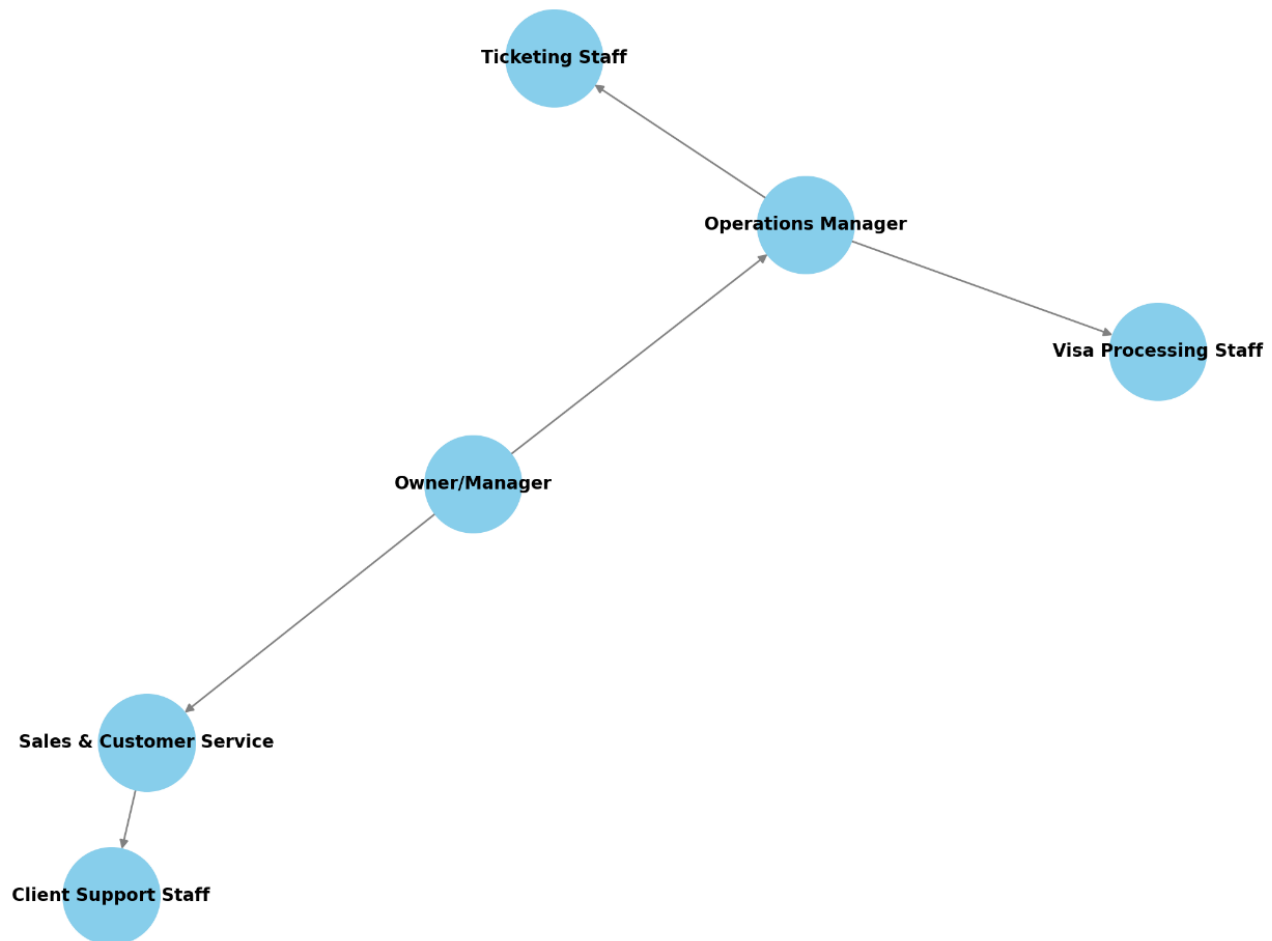


Figure 1: Organizational Chart

Source: Author's compilation

# **Chapter: 3**

## **THEORETICAL BACKGROUND**

### 3.1 Theoretical Background

The following management and service theories are used to evaluate Fly Privilege's operation, challenges and opportunities for growth:

#### 3.1.1 The SERVQUAL Model method of Travel agencies Service quality Measurement

The SERVQUAL Model (Parasuraman, Zeithaml, & Berry, 1988) measures service quality across five dimensions: Tangibility, Reliability, Responsiveness, Assurance, and Empathy. The table below applies these dimensions to Fly Privilege and suggests improvements.

| Dimension                                                        | Current Situation at Fly Privilege                                                                                                                              | Challenges Identified                                                                               | Application to Fly Privilege                                                                                                               |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Tangibility</b> (Physical and digital presence)               | Limited online presence with no customer-facing booking system. Operates primarily through WhatsApp, phone calls, and manual quotations.                        | Customers lack access to self-service options. No automation for ticket searches or visa tracking.  | Develop a customer portal for online ticket booking, visa tracking, and automated price comparison. Improve branding and digital outreach. |
| <b>Reliability</b> (Consistency in service delivery)             | Strong visa processing expertise (Thailand ITC registration), but ticketing relies on third-party vendors. No IATA certification limits direct ticket issuance. | Dependency on external vendors increases processing time, pricing fluctuations, and service delays. | Obtain IATA certification to issue tickets directly. Reduce third-party reliance for greater control over service quality.                 |
| <b>Responsiveness</b> (Speed and efficiency in service handling) | Manual inquiry handling, requiring employees to check flights and visas manually before responding to customers.                                                | Customers experience delays in receiving responses, particularly during peak seasons.               | Implement an automated response system for flight availability and visa status inquiries. Train staff in faster customer query resolution. |
| <b>Assurance</b> (Employee expertise and credibility)            | Employees provide detailed travel guidance but face workload challenges due to small team                                                                       | Limited ability to follow up with customers on pending applications or additional requirements.     | Introduce a CRM system to track customer interactions, follow-ups, and history for improved service reliability.                           |

|                                                             |                                                                                                            |                                                                                |                                                                                                                               |
|-------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
|                                                             | size. No structured CRM system.                                                                            |                                                                                | Expand team size or outsource customer support.                                                                               |
| <b>Empathy</b><br>(Personalized service and customer focus) | Fly Privilege excels in personalized service, offering flexible support for complex travel and visa needs. | Customers expect faster processing while still receiving personalized service. | Balance automation with personalized service by retaining human interaction for complex cases while digitizing routine tasks. |

### 3.1.2 Lean Management Process: Optimizing Travel Agency Operations

Lean Management focuses on minimizing inefficiencies, reducing waste, and optimizing workflow. In Fly Privilege's case, manual processes and third-party reliance create bottlenecks that impact operational efficiency. Below are key areas of waste and recommended lean solutions.

| <b>Waste Identified</b>        | <b>Current Issue at Fly Privilege</b>                                                      | <b>Lean Solution</b>                                                                        |
|--------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <b>Over-processing</b>         | Employees manually search flights and visa details for each inquiry.                       | Implement an automated fare and visa search tool for faster response times.                 |
| <b>Waiting Time</b>            | Customers experience delays in ticket booking due to third-party ticketing dependency.     | Obtain IATA accreditation to issue tickets directly, reducing reliance on external vendors. |
| <b>Manual Paperwork</b>        | Visa processing involves manual document collection and verification, increasing workload. | Introduce a digital document submission system with online verification.                    |
| <b>Limited Scalability</b>     | A small team handles multiple processes, slowing operations during peak travel seasons.    | Expand staffing capacity or introduce AI chatbots for initial customer interactions.        |
| <b>Redundant Communication</b> | Customers repeatedly call or message for updates due to lack of real-time tracking.        | Implement an online visa and ticket status tracker.                                         |

### 3.1.3 The Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003) explains how businesses adopt technology based on four factors:

| UTAUT Factor                                                                    | Current Scenario at Fly Privilege                                                                                         | Technology Implementation Strategy                                                                               |
|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Performance Expectancy</b><br>(Does the technology provide value?)           | Manual processes create delays and errors, reducing efficiency. Customers expect faster service and self-service options. | Introduce an online ticketing and visa tracking system to streamline operations and improve customer experience. |
| <b>Effort Expectancy</b> (Is the system easy to use?)                           | Employees are accustomed to manual ticketing and visa processing and may resist automation.                               | Provide employee training for seamless adaptation to CRM, digital booking, and automated workflows.              |
| <b>Social Influence</b> (Are competitors using technology?)                     | Larger agencies like ShareTrip and GoZayaan already use automated booking and visa tracking systems.                      | Invest in digital tools to remain competitive and attract tech-savvy customers.                                  |
| <b>Facilitating Conditions</b> (Are there resources to support the technology?) | No existing online infrastructure for customers to book tickets or check visa status independently.                       | Develop an integrated digital platform with a user-friendly interface for customer self-service and tracking.    |

### 3.2 Summary of Theoretical Insights

From the theoretical models discussed:

- The SERVQUAL model suggests Fly Privilege should enhance digital infrastructure while maintaining strong customer engagement.
- Lean Management principles recommend automating ticketing and visa processing to reduce inefficiencies.
- The UTAUT model highlights the urgency of digital adoption in a competitive travel market.
- Research on visa processing emphasizes the need for real-time tracking and customer transparency.
- IATA certification remains a crucial benchmark for achieving operational efficiency.

## **Chapter 4:**

# **DISCUSSION AND ANALYSIS**

## 4.1 Air Ticketing Workflow

The two websites are the only one's employees may access regarding Fly Privilege, which offer international air ticketing services. These platforms optimize the process of ticket booking and issuance, providing employees with the means to easily process customer demand and offer inexpensive and reliable solutions. The complete workflow is as follows:

### *Workflow Steps*

|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Customer Inquiry</b>                          | Fly Privilege customers reach out by phone, WhatsApp, or email for information including flight availability, schedules, and fare details. In the first contact, staff collects necessary information about the trip, including destination, dates of travel, number of passengers and requirements like meal preferences or extra baggage.                                                         |
| <b>Internal Websites Accessible to Employees</b> | Employees sign into the agency's two specialized ticketing sites to search for flight options. Specialized for B2B ticketing, they offer access to hundreds of flights, fare options, and airline policies. Staff members use these platforms to find flights that meet customer preferences in areas like budget, travel time and airline choice.                                                  |
| <b>Search and Quotation</b>                      | After identifying viable flights, staff puts together an official quote that includes details such as fare breaks, layover specifics, and baggage policies. The quotation is then sent to the customer for approval. Due to the efficiency of the websites, the turnaround is fast, even for more complex itineraries.                                                                              |
| <b>Booking and Payment</b>                       | Then the staff book the ticket through the internal websites after the customer agree on it. For instance, employees enter passenger information into the system, making it accurate, but in compliance with the requirements of the airline. Acquiring payment from the customer using bank transfer, mobile banking, or in person, and booking confirmation takes place once payment is received. |
| <b>Ticket Issuance</b>                           | Once payment is verified, the employee goes onto the internal websites and issues the ticket. And the system creates a ticket, which is verified for correctness and sent to the                                                                                                                                                                                                                    |

|  |                                                                                                                                                                     |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | customer over email or messaging platforms. Travel instructions, including check-in information and the contact number for the airline, are also sent to customers. |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|

***Internal ticketing websites → Streamlined workflow***

**Centralized Access:** All the ticketing operations can be managed under the hood on two internal websites, making it less dependent on external systems.

**Enhanced Efficiency:** It features real-time availability and flight-rate, so it helps, for fast searching, book flying and issue ticket.

**Controlled Operations:** Limiting access to their website to employees allows the agency to ensure operational security and to eliminate mistakes in the ticketing process.

## Interface of Fly Privilege's Air Ticketing Platform

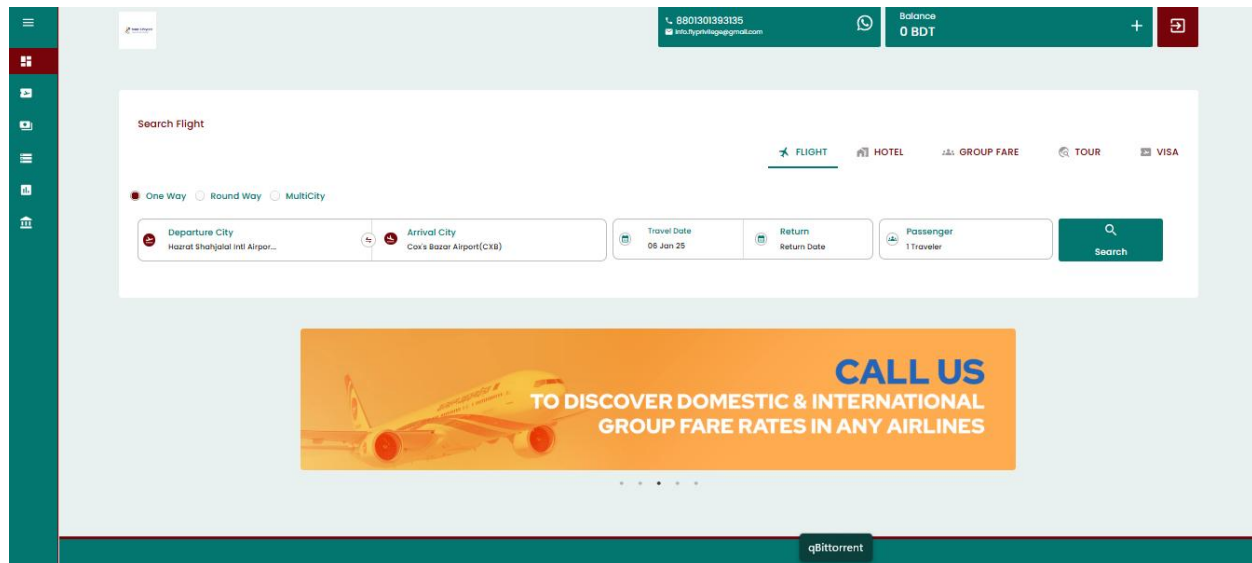


Figure 2: Interface (1) of Fly Privilege

Source: <https://b2b.flyprivilege.com/dashboard>

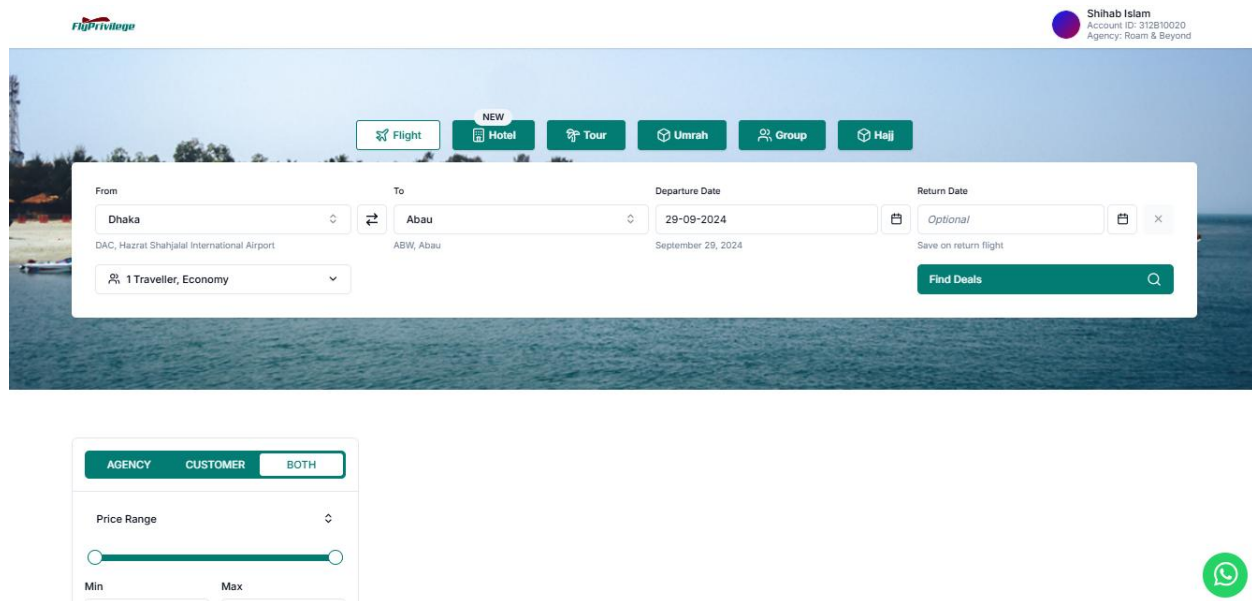


Figure 3: Interface (2) of Fly Privilege

Source: <https://flyprivilege.com.bd/>

## 4.2 Visa Processing Workflow

Fly Privilege has a vivid focus on South Asia and Southeast Asia, with visa processing being one of their core services. With its expertise and strategic partnerships, the agency has become a trusted name in visa processing services, ensuring a smooth process for its clients. Here is the step-by-step workflow:

### *Workflow Steps*

|                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Initial Consultation</b>                   | Customers start their visa processing journey with an initial consultation where they provide details about their travels, such as where they are going, when, why they are going, and what type of visa they may need (tourist, business, student, etc.). In this step, Fly Privilege team explains the process of Visa application, Processing Time, and Fee. In addition, before you submit, customers receive guidance of specific country requirements like medical tests, travel insurance, or additional paperwork so they are ready.                    |
| <b>Gathering Documents and Verifying Them</b> | The agency collects all required documents like copies of passports, recent photographs, completed visa application forms, bank statements, and proof of accommodation or travel itinerary, after the consultation is done. Employees meticulously check the documents for correctness and completeness. Any discrepancies or lack of information are detected instantly, and the customer is advised on how to rectify them. For Thailand visas, the Fly Privilege's direct registration with THAI ITC directly lessens verification and submission processes. |
| <b>Submission and Tracking</b>                | Once the documents are verified, the application would be submitted to the relevant consulate, embassy, or processing partner. We validate the individual submissions according to destination-specific requirements so that they are less likely to be rejected: Fly Privilege For countries outside Thailand, the agency partners with reliable third-party agencies to process submissions. After submission, the                                                                                                                                            |

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | staff track the application status through embassy portals or third-party systems and relay periodic updates to the customers. Key milestones, such as application acceptance, additional document requests or final approval, are relayed to customers.                                                                                                                                                                                                                                                     |
| <b>Visa Delivery</b> | When approved, they collect the visa from the corresponding authorization before processing the information to make sure all details are correct. After approving the visa, it is then sent securely to the customer, either by email (e-visa) or as a hard copy (visa). Customers are also given further travel instructions including, but not limited to: entry requirements, period of validity, and conditions applicable to their visa. This will keep customers informed and ready before their trip. |

### ***Additional Details***

**For Thailand Visas:** Fly Privilege's contract with THAI ITC allows it to directly register customers without third parties, accelerating processing and lowering price points for clients. Direct handling allows for better process control and reduced error rates.

**For Other Destinations:** Applications for visa for countries beyond south and southeast Asia are managed in collaboration with third party partners. Although this takes Fly Privilege's service coverage further, it creates some reliance on outside organizations for prompt submission and refreshment.

### ***Proposed Improvements***

**Automating Tracking Systems:** Introduction of an automated visa tracking system will minimize manual workload and provide real-time updates to customers.

**Expanded Direct Processing:** Having direct processing for extra destinations can help lower the dependence on 3<sup>rd</sup> parties, which in turn, improves customer experience.

**Enhanced Communication Tools:** Providing a client portal for document uploads and status updates just makes your customers feel that much better and gives them more convenience.

Visa Processing Distribution by Destination

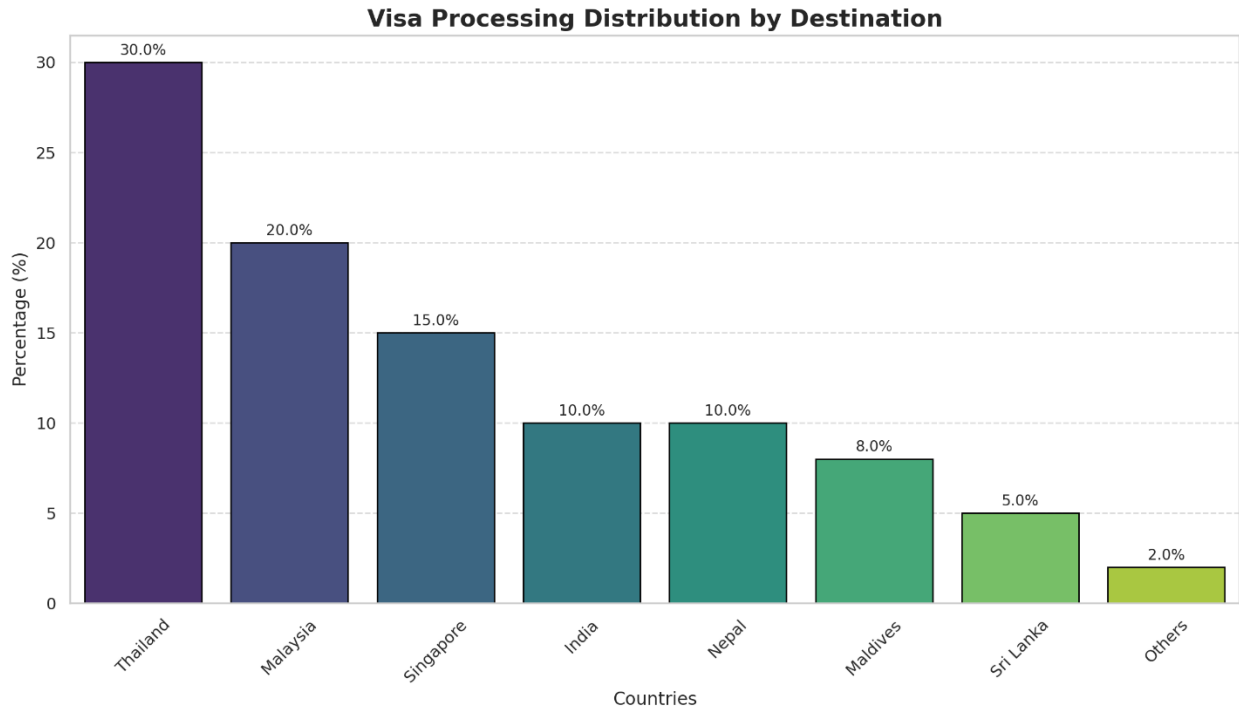


Figure 4: Visa Processing Distribution by Destination

Source: Authors's compilation

#### 4.2.1 Key Observations

|                            |                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Thailand (30%)             | Thailand dominates Fly Privilege's visa processing operations, accounting for 30% of all applications. This is primarily due to the agency's direct registration with THAI ITC, allowing it to streamline Thailand visa processing efficiently. The popularity of Thailand as a cost-effective and easily accessible travel destination further contributes to this high percentage. |
| Malaysia (20%)             | Malaysia is the second-largest contributor, representing 20% of the visa applications. Its appeal as a business and leisure destination, couple with the agency's reliable processing services, makes it a key market for Fly Privilege.                                                                                                                                             |
| Singapore (15%)            | Singapore accounts for 15% of the visa processing workload. Known for its vibrant economy and tourism attractions, it remains a popular destination for both business and leisure travelers.                                                                                                                                                                                         |
| India and Nepal (10% each) | India and Nepal each make up 10% of the visa processing distribution. India's proximity, cultural ties, and ease of access for Bangladeshi travelers contribute to its demand. Similarly, Nepal's popularity as an adventure and spiritual destination drives its share in the visa processing portfolio.                                                                            |

|                |                                                                                                                                                                                                                                                            |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Maldives (8%)  | The Maldives, known for its luxury tourism, represents 8% of the processed visas. Despite its smaller share, it reflects the growing interest in high-end travel experiences among Bangladeshi travelers.                                                  |
| Sri Lanka (5%) | Sri Lanka accounts for 5% of the visa processing operations. Its cultural heritage and natural beauty attract niche travelers, making it a smaller but significant segment for the agency.                                                                 |
| Others (2%)    | The "Others" category, representing 2% of the visa processing distribution, includes various destinations outside the primary focus regions. These include countries in Europe, the Middle East, and Africa, processed on demand through partner agencies. |

Source: Company Archive

#### 4.2.2 Insights and Implications:

**Regional Focus:** The chart demonstrates Fly Privilege's strong focus on South Asia and Southeast Asia, which aligns with its expertise and market demand. The agency's strategic registration with THAI ITC further solidifies its dominance in Thailand visa processing.

**Growth Opportunities:** Countries with smaller shares, such as Sri Lanka and the Maldives, represent potential growth areas. By expanding its partnerships and marketing efforts, Fly Privilege could tap into these markets more effectively.

**Service Customization:** The distribution highlights the need for customized services tailored to the unique demands of each market. For instance, enhancing visa support for India and Nepal could help increase their shares in the agency's operations.

**Dependency Reduction:** While the agency has made significant strides in handling Thailand visas directly, its reliance on third-party vendors for other destinations remains a challenge. This distribution underscores the importance of building in-house capabilities for broader geographic coverage.

## Distribution of Core Activities at Fly Privilege

### Distribution of Core Activities at Fly Privilege

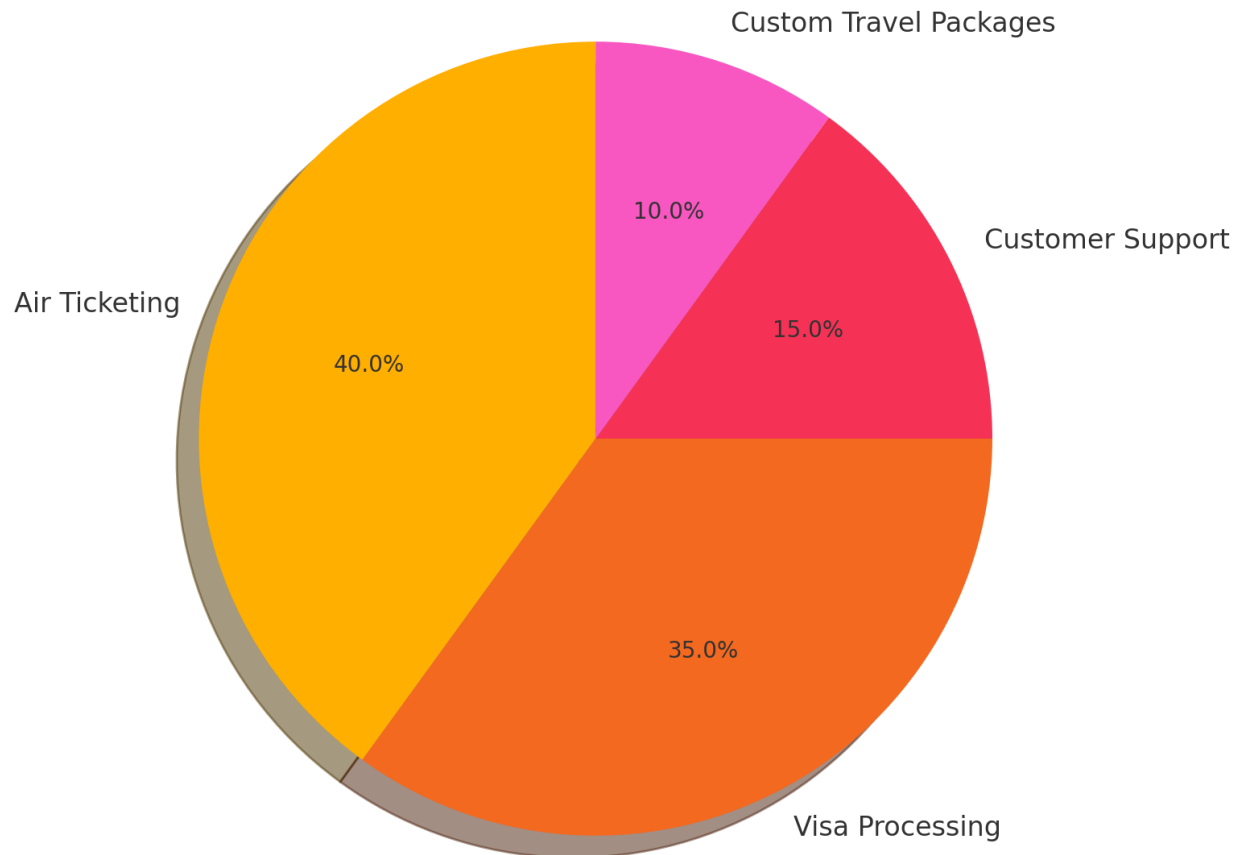


Figure 5: Pie chart of distribution of core activities

Source: Author's compilation

The pie chart above illustrates the proportional time and effort allocated to Fly Privilege's core services. Air ticketing and visa processing dominate operations, while custom packages and customer support take up smaller shares.

### 4.3 Operational Challenges

**Scalability Issues:** The nature of Fly Privilege's small team (2-3 members) cannot keep up with a high demand of customer requests during peak, high travel seasons. The small size of staff also means employees often wear many hats, with customer service, ticketing, and visa processing duties all falling to a small group, which results in inefficiency and workload stress. The absence

of dedicated roles for tasks like marketing or technology management only exacerbates the agency's struggle to scale and cater to increasing customer demands. The agency's dependence on manual workflows adds to the problems associated with limited staffing, since these processes can be time- and attention-intensive. The absence of automation in ticketing inquiries, fare comparisons, and visa tracking increases processing time and workload. Employees manually handle customer requests, leading to delays and inefficiencies. Survey data from Appendix A revealed that 42% of customers experienced delays due to the manual nature of visa and ticketing processes.

#### Key Customer Suggestions for Improvement

50 responses

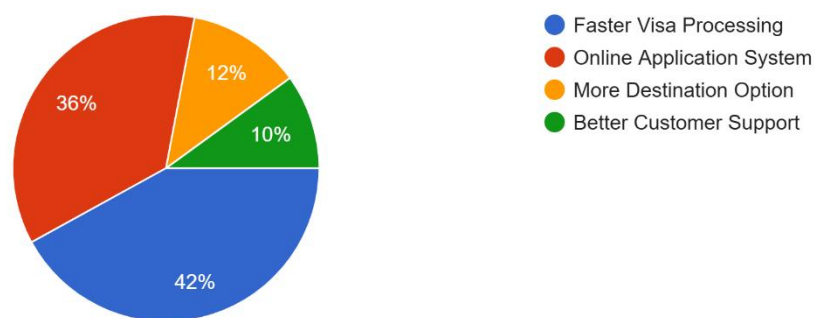


Figure 6: Key customer suggestion for improvement

Source: Online Survey

**Manual Processes:** Key processes, including searching for flight options, generating quotations, and tracking visa status, are nearly all manual operations for the agency. These processes are manual and tend to be delayed when there is a spike in customer queries. Manual operations also have a higher chance of human error that includes but is not limited to wrong data entry or missing out on important information in visa applications. As an example, during busy periods staff may find it hard to respond to customer queries or give updates on application statuses in a timely manner. This dependence on manual processes is compromising operational effectiveness and even customer satisfaction, resulting in longer wait times and less consistent servicing for clients. Survey data from Appendix A revealed that 36% of customers suggests Online Application System of visa and ticketing processes.

### Key Customer Suggestions for Improvement

50 responses

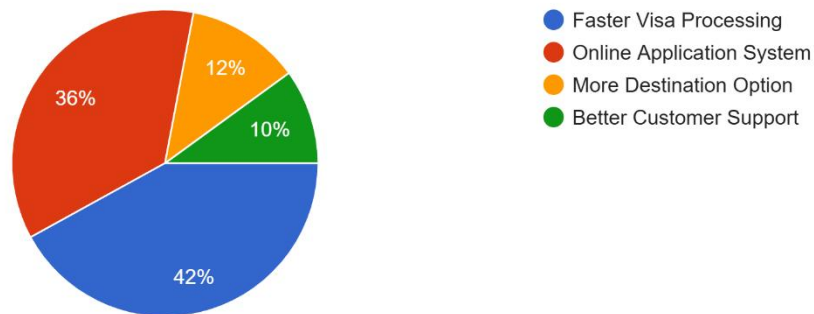


Figure 7: Key customer suggestion for improvement

Source: Online Survey

**Technological Limitations:** Having no online booking platform or CRM (Customer Relationship Management) tool, Fly Privilege operates with much less efficiency and offers less convenience to the customer. In the absence of an online booking system, customers have to communicate directly with the staff for flight inquiries and bookings, leading to a time-consuming and inconvenient process. The agency's lack of a CRM tool hinders its ability to manage customer data, track interactions, and personalize services. This lack of agency hinders the long-term customer relationships and competitive edge in an increasingly technology-driven industry. Moreover, with increasing volume of transactions, the backend operations are done manually, causing further delays and inefficiencies in service delivery. Survey data from Appendix A revealed that 28% of customers experience difficulties during the visa and ticketing processes.

### Did you experience any difficulties during the process?

50 responses

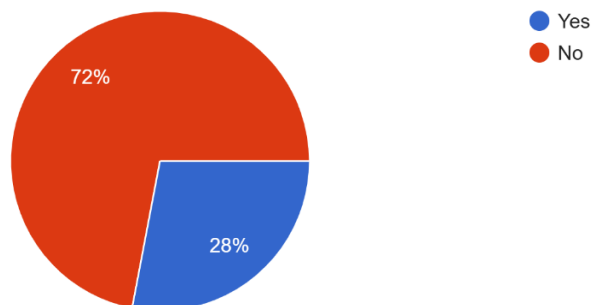


Figure 8: Customer facing difficulties

Source: Online Survey

**Vendor Dependence:** For destinations beyond Thailand, the agency leans on third-party vendors to process visas. Although such an approach enables Fly Privilege to provide a wider variety of services, it compromises the agency's ability to manage essential elements of service quality and time frames. Delays or inefficiencies like this on the part of the vendors can directly affect the customer experience, regardless of the fact that Fly Privilege where not directly involved in the issues. It is dependent on external vendors for visa processing that adds operational costs which eventually lowers down the profit margins. This reliance represents a major risk to the agency's ability to provide steady service quality, or satisfy customer needs, at any given time. Although, survey data from Appendix A revealed that 50% of customers are very satisfied using the visa processing service because of the direct communication and loyalty between the customers and the company.

How satisfied are you with Fly Privilege's visa processing service?

50 responses

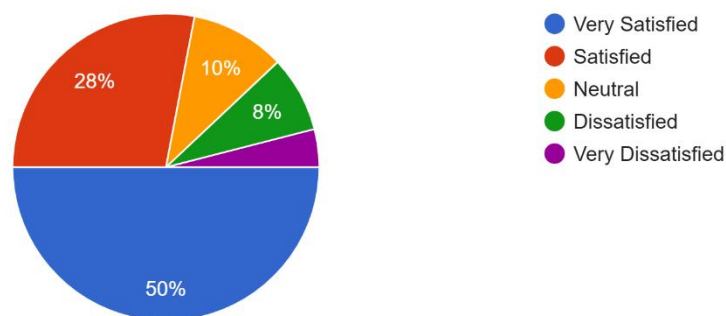


Figure 9: Satisfaction of customers regarding visa processing service

Source: Online Survey

## 4.4 Opportunities for Improvement

### *Proposed Solutions*

**Digital Transformation:** A well-implemented online platform would transform Fly Privilege's engagement with customers and its operational capabilities. And to maximize this potential you could create a website or a mobile application to help customers search for flights, book tickets, and submit visa applications without having to approach the staff to ask basic inquiries. There could also be real-time updates on ticket availability, visa processing statuses, and promotional offers, increasing customer convenience by a significant factor. Integrating a secure payment gateway into the platform to streamline the payment process will make it easy and reliable as well.

Digital transformation would not just enhance the agency's scalability but also ensure that it kept pace with the expectations of tech-savvy travelers.

**Team Expansion:** Hiring more employees or outsourcing noncore activities would reduce workload pressure and boost overall efficiency. For instance, a new hire could be assigned solely to marketing, technology management, or customer service—whatever their strengths happen to be. Delegating simple tasks — such as checking or entering documents — to low-level remote workers would give existing employees time to spend on more strategic functions, such as improved communications with customers and quality of service. Moreover, a more extensive, well-structured team would also allow Fly Privilege to manage customer volumes during peak travel times without jeopardizing service delivery.

**IATA Certification:** Gaining an IATA (International Air Transport Association) license would give Fly Privilege a great deal of operational independence. With this certification, the agency would be able to issue tickets directly, removing its reliance on third-party vendors. Not only would it reduce vendor fees (improving profit margins), but it would mean faster ticketing processes as well (better customer experience). Such a certification would also increase the agency's credibility and record, showcasing it as a trusted and professional player in the travel field. Finally, meeting certification requirements, including staff training and technology upgrades, would set the agency up for long-term growth and sustainability.

**Automation:** Internal automation tools for flights search, quote generation and visa application tracking would greatly improve Fly Privilege's operational efficiency. Systems could automatically assess customer needs and produce accurate results in a timely manner, minimizing the need for human involvement. For example, flight search tools could display the most competitive results in a matter of seconds, while automated quotation systems could spit out complex price breakdowns in an instant. Similarly, visa tracking systems could inform customers about progress of their application instantly, thereby increasing transparency and potentially lightening the workload on staff. Automation would also eliminate errors, improve processing speeds, and allow the agency to see more clients at the same time, facilitating a smooth customer journey.

Implementing these solutions takes Fly Privilege on the road to overcoming challenging situations, lift up its operations, turns Fly Privilege into a more efficient and competitive travel agency.

## 4.5 Operational Strengths

Fly Privilege has positioned itself as a reliable and customer-focused travel agency, leveraging its expertise in air ticketing and visa processing. Despite being a small-scale operation, the agency has carved out a niche in the highly competitive travel industry. Below are the key strengths that contribute to its operational resilience and customer loyalty:

### 4.5.1 Customer-Centric Approach

Fly Privilege prioritizes personalized customer service, ensuring that every client receives tailored travel solutions. The agency provides in-depth consultation for visa processing, guiding travelers through documentation, submission, and approval processes. This level of dedicated service has

built a strong base of repeat customers who trust Fly Privilege for hassle-free travel arrangements. Unlike large-scale travel agencies that rely on automated responses, Fly Privilege maintains a human touch in its services. Staff members personally follow up on visa applications, verify ticket details, and assist customers with itinerary planning. This high level of engagement ensures that customer concerns are addressed promptly and efficiently, reinforcing customer satisfaction and trust. A personalized service model allows Fly Privilege to cater to individual travel needs, offering tailored visa assistance and ticketing services. This approach fosters loyalty and trust, particularly among customers unfamiliar with visa application complexities. According to the survey results in Appendix A, 72% of customers preferred personalized assistance over fully automated services, emphasizing the importance of direct communication.

Did you experience any difficulties during the process?

50 responses

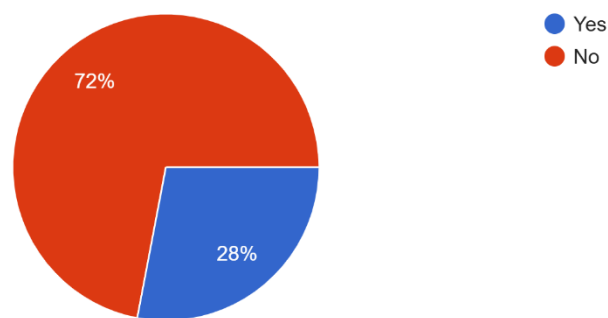


Figure 10: Customer facing difficulties

Source: Online Survey

#### 4.5.2 Specialized Expertise in Key Markets

Fly Privilege has developed a competitive edge by specializing in South Asia and Southeast Asia destinations. The agency has strong expertise in handling travel to countries like Thailand, Malaysia, Singapore, India, and Nepal.

One of Fly Privilege's standout strengths is its direct registration with THAI ITC, which enables it to process Thailand visas directly. This gives the agency an advantage over competitors who rely on third-party processing for Thailand visa applications. The ability to fast-track visa approvals strengthens the agency's credibility, making it the preferred choice for travelers visiting Thailand.

Additionally, Fly Privilege's in-depth knowledge of visa policies in Malaysia, Singapore, and India allows it to provide accurate and up-to-date information to travelers. The agency ensures that

clients are aware of documentation requirements, processing times, and embassy regulations, making visa acquisition smooth and stress-free.

Moreover, Fly Privilege's specialization in South Asian and Southeast Asian travel gives it a competitive advantage in handling air ticketing services for frequently visited destinations such as Thailand, Malaysia, Singapore, and India. Survey data shows that 58% of customers chose Fly Privilege specifically for its expertise in air ticketing services, highlighting the agency's reputation for securing affordable and well-planned travel itineraries for its customers. The agency's reliance on B2B partnerships allows it to offer competitive pricing, though the absence of IATA certification limits its ability to issue tickets directly.

What services did you use?

50 responses

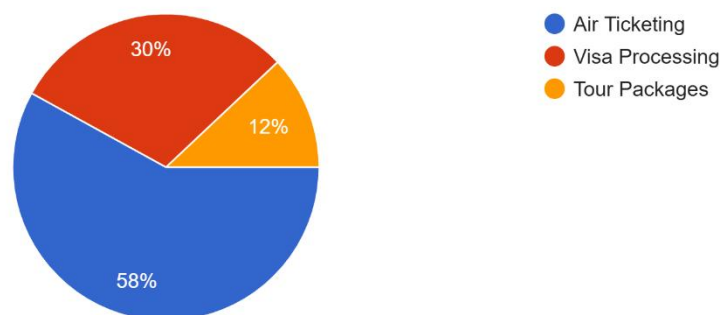


Figure 11: Customer used services

Source: Online survey

### 4.5.3 Cost Efficiency

Fly Privilege caters primarily to middle-income travelers, positioning itself as an affordable travel solutions provider. The agency negotiates the best possible fares with third-party ticketing vendors, ensuring customers receive competitive prices for their air travel needs.

Visa processing fees are also kept reasonable, with transparent pricing structures that avoid hidden charges. This budget-friendly approach attracts customers looking for cost-effective travel options without compromising on service quality.

### 4.5.4 Direct Thailand Visa Processing

By handling Thailand visas directly through its THAI ITC registration, Fly Privilege eliminates intermediary delays and ensures a faster turnaround time for visa approvals. This direct processing enhances efficiency, reliability, and service quality, giving the agency a strong competitive advantage in Thailand-bound travel services.

For other destinations, such as Malaysia, Singapore, and India, Fly Privilege assists customers in document preparation and submission, while coordinating with respective embassies and visa processing centers.

## **4.6 Challenges and Limitations**

Despite its operational strengths, Fly Privilege faces several challenges that impact its scalability, efficiency, and profitability. The following limitations must be addressed for the agency to sustain long-term growth and competitiveness.

### **4.6.1 Manual Processes**

Fly Privilege's air ticketing and visa workflows are predominantly manual, requiring employees to search for flights, generate quotations, track visa applications, and communicate with vendors individually. This labor-intensive approach increases processing times, the risk of human error, and staff workload.

For instance, a simple flight quotation requires manual fare comparisons, often taking 20–30 minutes per customer inquiry. Similarly, visa application status updates are handled manually, leading to delays in informing customers about their visa approval or rejection.

### **4.6.2 Small Team Size**

With only 2–3 employees managing all operations, the agency faces workload challenges, especially during peak travel seasons. Employees juggle multiple responsibilities, including customer service, ticketing, visa processing, and administrative tasks, which can lead to delays and inefficiencies.

During high-demand periods, such as Eid holidays and school vacation seasons, Fly Privilege often struggles to handle the surge in inquiries, bookings, and visa applications, leading to longer response times and potential customer dissatisfaction.

### **4.6.3 Dependency on Third-Party Vendors**

Since Fly Privilege lacks IATA certification, it relies on third-party vendors for ticket issuance and non-Thailand visa processing. This dependence reduces control over pricing, service quality, and processing timelines.

For example, if a ticketing vendor delays a booking confirmation, Fly Privilege cannot guarantee instant ticket issuance, resulting in customer frustration. Similarly, delays in visa approvals from external partners impact service delivery, despite Fly Privilege's best efforts to expedite the process.

### **4.6.4 Limited Digital Infrastructure**

The absence of an online platform for self-service bookings, visa tracking, and automated updates limits Fly Privilege's ability to cater to tech-savvy travelers who prefer digital convenience. Many competitors offer mobile apps and CRM-integrated systems, making Fly Privilege's manual approach less appealing to younger customers.

## 4.6.5 No IATA Certification

Without IATA accreditation, Fly Privilege cannot issue tickets directly from airlines or access GDS (Global Distribution Systems) like Amadeus, Sabre, and Travelport. This results in higher ticketing costs, reduced operational efficiency, and reliance on third-party ticketing platforms.

## 4.7 Visa Documentation Requirements

Fly Privilege assists travelers in securing visas for various destinations. The agency provides comprehensive guidance to ensure all documents are accurate and complete, minimizing the risk of visa rejection.

### 4.7.1 Thailand Visa Requirements

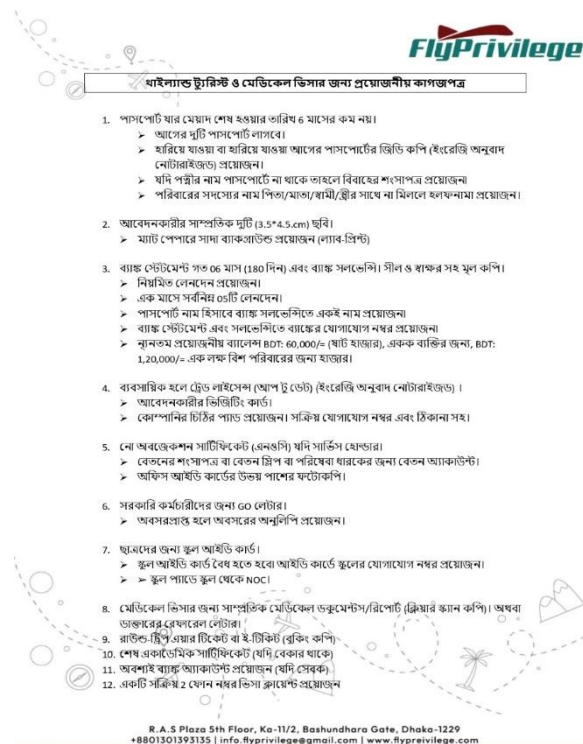


Figure 12: List for Visa Requirement of Thailand

Source: Company Archive

## 4.7.2 Malaysia, Singapore, and India Visa Requirements



মালয়েশিয়া ভিসা আবেদনের জন্য প্রয়োজনীয় কাগজপত্র

| টুরিস্ট (eVisa) ভিসা:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>পাসপোর্ট ক্যান কপি (বৈধতা প্রদানের তারিখ থেকে কমপক্ষে ০৬ মাস হতে হবে)</li> <li>সাদা ব্যাকগ্রাউন্ড সহ সাম্প্রতিক 35 মিমি x 50 মিমি সাইজের ছবি (সঙ্ক কপি)</li> <li>গত ছয় মাসের বাল্টিগত ব্যাল্ক স্টেটমেন্ট। (ন্যূনতম বালেন্স টাকা 75,000/-)</li> <li>আপের ভিজিট করা দেশের ভিসার কপি (সফট/ক্যান কপি)</li> <li>হোটেল / বাসস্থান বুকিং কপি (সঙ্ক কপি)</li> <li>ক্লাউড ট্রিপ ইনসিট টিকেট বুকিং কপি (সঙ্ক কপি)</li> <li>N.O.C / G.O / ট্রিড লাইসেন্স নোটারাইজড কপি ইংরেজিতে অনুবাদ সহ নোটারাইজড প্যাড</li> <li>স্টুডেন্টের জন্য স্টুডেন্ট আইডি কার্ড (যদি বাচ্চা বাবা-মায়ের সাথে ভ্রমণ করে)</li> <li>শিশুর জন্ম শংসাপত্র (যদি শিশু পিতামাতার সাথে ভ্রমণ করে)</li> </ul> |

নোট:

- \*\* অনলাইন/অফলাইন ভিসা আবেদনের ক্ষেত্রে সমস্ত ডকুমেন্ট রতিন কপি প্রয়োজ্য (সাদাকালো কপি গ্রহণযোগ্য নয়)
- \*\* বাংলা ডকুমেন্টস সমূহ অবশ্যই ইংরেজিতে অনুবাদ ও নোটারাইজড করতে হবে।

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Figure 13: List for Visa Requirement of Malaysia



ইন্ডিয়া ভিসা আবেদনের জন্য প্রয়োজনীয় কাগজপত্র

| মেডিকেল ভিসা:                                                                                                                                                                                                                                                           | টুরিস্ট ভিসা:                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ১) আবেদন পত্র<br>২) জাতীয় পরিচয় পত্র / জন্ম নিবন্ধন<br>৩) ইউজিটিসি বিলের কপি<br>৪) ব্যাংক স্টেটমেন্ট / ডলার এনডোর্সমেন্ট<br>৫) পেশাগত প্রমাণপত্র<br>৬) সুনির্দিষ্ট তারিখসহ (Appointment Letter)<br>৭) সদ্য মেডিকেলের কাগজ সমূহের কপি<br>৮) পাসপোর্টের কপি (পাতা ২, ৩) | ১) আবেদন পত্র<br>২) জাতীয় পরিচয় পত্র / জন্ম নিবন্ধন<br>৩) ইউজিটিসি বিলের কপি<br>৪) ব্যাংক স্টেটমেন্ট / ডলার এনডোর্সমেন্ট<br>৫) পেশাগত প্রমাণপত্র<br>৬) পাসপোর্টের কপি (পাতা ২, ৩) |
| <b>বিশেষ ট্রষ্টবা:</b><br>* মেডিকেলের মূল কাগজ সমূহ অবশ্যই সঙ্গে আনতে হবে<br>* সকল কাগজ অবশ্যই উপরের (সিরিয়াল) নম্বর অনুসারে সাজাতে হবে<br>* সকল পুরানো পাসপোর্ট অবশ্যই জমা দিতে হবে                                                                                   | <b>বিশেষ ট্রষ্টবা:</b><br>* সকল কাগজ অবশ্যই উপরের (সিরিয়াল) নম্বর অনুসারে সাজাতে হবে<br>* সকল পুরানো পাসপোর্ট অবশ্যই জমা দিতে হবে                                                  |

নোট:

- \*\* অনলাইন/অফলাইন ভিসা আবেদনের ক্ষেত্রে সমস্ত ডকুমেন্ট রতিন কপি প্রয়োজ্য (সাদাকালো কপি গ্রহণযোগ্য নয়)
- \*\* বাংলা ডকুমেন্টস সমূহ অবশ্যই ইংরেজিতে অনুবাদ ও নোটারাইজড করতে হবে।

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Figure 14: List for Visa Requirement of India



সিঙ্গাপুর ভিসা আবেদনের জন্য প্রয়োজনীয় কাগজপত্র

| টুরিস্ট ভিসা:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>আসল পাসপোর্ট (মেয়াদ হতে হবে প্রদানের তারিখ থেকে কমপক্ষে ০৬ মাস)</li> <li>সাদা ব্যাকগ্রাউন্ড সহ সাম্প্রতিক পাসপোর্ট সাইজ ছবি (মোট পেশার) 2 কপি</li> <li>ভিজিটিং কার্ড এবং জাতীয় পরিচয়পত্র</li> <li>N.O.C / G.O / ট্রিড লাইসেন্স নোটারাইজড কপি ইংরেজিতে অনুবাদ এবং নোটারাইজড প্যাড সহ</li> <li>গত ছয় মাসের অরিজিনাল ব্যাল্ক স্টেটমেন্ট। সর্বনিম্ন বালেন্স 60,000 টাকা/</li> <li>ব্যাংক সলভেন্সি সার্টিফিকেট</li> <li>স্টুডেন্টের জন্য স্টুডেন্ট আইডি কার্ড (যদি বাচ্চা বাবা-মায়ের সাথে ভ্রমণ করে)</li> <li>শিশুর জন্ম শংসাপত্র (যদি সন্তান পিতামাতার সাথে ভ্রমণ করে)</li> <li>বিবাহের শংসাপত্র (কনুজার নব বিবাহিত দম্পতির জন্য)</li> <li>পরিচিতি পত্র (L.O.I.) / পাব্লিক ডায়েরি এবং হোটেল বুকিং সহ আমন্ত্রণপত্র</li> </ul> |

নোট:

- \*\* অনলাইন/অফলাইন ভিসা আবেদনের ক্ষেত্রে সমস্ত ডকুমেন্ট রতিন কপি প্রয়োজ্য (সাদাকালো কপি গ্রহণযোগ্য নয়)
- \*\* বাংলা ডকুমেন্টস সমূহ অবশ্যই ইংরেজিতে অনুবাদ ও নোটারাইজড করতে হবে।

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Figure 15: List for Visa Requirement of Singapore

Source: Company Archive

## **4.8 Opportunities for Growth**

To enhance efficiency and expand services, Fly Privilege can explore the following growth strategies:

### **4.8.1 Digital Transformation**

- Implement an online booking platform for flight reservations and visa tracking.
- Introduce automated customer support tools (e.g., chatbots, CRM systems).

### **4.8.2 IATA Certification**

- Obtaining IATA accreditation would allow Fly Privilege to issue tickets directly, eliminating reliance on third-party vendors.

### **4.8.3 Service Diversification**

- Adding hotel bookings, travel insurance, and guided tours can increase revenue streams.

### **4.8.4 Market Expansion**

- Targeting Nepal, Maldives, and Sri Lanka can broaden Fly Privilege's regional presence.

## **Chapter 5:**

# **FINDINGS, RECOMMENDATION AND CONCLUSION**

## 5.1 Findings

The internship experience at Fly Privilege revealed several key operational strengths and areas requiring strategic improvement. The following findings were derived through practical engagement, observation, and analysis of existing processes:

**Lack of Digital Infrastructure:** Fly Privilege currently lacks a robust online presence, including a fully functional website or mobile app. This limits customer convenience and reduces competitiveness in an increasingly digital travel market.

**Manual and Time-Consuming Processes:** Many core operations, such as flight booking, visa tracking, and customer communication, are handled manually. This increases the risk of human error, delays, and inefficiencies in service delivery.

**Absence of CRM and Automation Tools:** The agency does not utilize customer relationship management (CRM) systems or automation tools, resulting in missed opportunities for personalized service, customer retention, and efficient follow-up.

**Limited Payment and Documentation Flexibility:** Payment systems are not integrated with modern digital options, and visa/document handling relies heavily on physical paperwork. This creates inconvenience for clients and slows down processing time.

**Staff Capacity Constraints:** The current team structure is inadequate to meet growing customer demands, especially during peak seasons. There is also a lack of role specialization, affecting service speed and quality.

**No Standardized Operating Procedures (SOPs):** Operational workflows vary between team members due to the absence of documented SOPs. This inconsistency impacts service quality and operational reliability.

**Lack of IATA Accreditation:** Fly Privilege is not yet IATA certified, which limits its ability to issue airline tickets directly and increases dependence on third-party vendors. This impacts profitability and control over ticketing operations.

**Narrow Range of Services Offered:** The agency's current service offerings are limited to air ticketing and visa assistance, missing out on revenue from complementary services like hotel bookings, travel insurance, and car rentals.

**Underdeveloped Marketing and Branding Efforts:** Digital marketing strategies such as SEO, content marketing, and paid ads are not being leveraged effectively. Moreover, Fly Privilege's niche strengths, such as Thailand visa expertise, are not adequately promoted.

**Weak Industry Collaboration and Outreach:** There are limited partnerships with airlines, hotels, or local operators, which restricts access to special rates and exclusive offers. There is also a lack of engagement with influencers and travel bloggers who could enhance brand reach.

## 5.2 Recommendations

### 5.2.1 Digital Transformation

**Develop an Online Platform:** Build a fully functional website and mobile app that allows customers to book flights, track visa applications, and purchase travel packages. The platform **should feature an** intuitive user interface, secure online payment options, and automated booking confirmations to attract tech-savvy customers and enhance convenience.

**Implement CRM Tools:** Adopt a customer relationship management (CRM) system **to streamline** client data handling, automate follow-ups, and provide tailored recommendations based on travel history. A CRM will also help improve customer retention by enhancing service personalization and ensuring timely responses to inquiries.

**Integrate a Digital Payment System:** Enable secure online transactions by integrating multiple payment options, **including** mobile banking, credit/debit cards, and digital wallets, ensuring convenience for a broader customer base.

**Adopt Cloud-Based Document Management:** Move visa applications and customer records **to** a cloud-based platform to improve accessibility, minimize paperwork, and reduce processing time.

### 5.2.2 Streamlining Operations

**Automate Key Processes:** Implement automation in flight search, ticket quotations, and visa application tracking to reduce manual workload, eliminate errors, and improve service efficiency. An automated system can speed up ticketing processes and provide real-time visa status updates to customers.

**Expand Team Size:** Recruit additional ticketing agents, visa processing specialists, and customer support staff to manage increased demand, particularly during peak travel seasons. Outsourcing non-core tasks, such as website maintenance and digital marketing, can help the agency focus on its core operations.

**Establish a 24/7 Customer Support System:** Introduce chatbots and AI-driven virtual assistants for handling routine inquiries while ensuring human support is available for complex queries and emergency travel assistance.

**Standardize Workflow Procedures:** Develop clear SOPs (Standard Operating Procedures) for air ticketing, visa processing, and customer service to ensure consistency, efficiency, and quality service delivery.

### 5.2.3 Achieving IATA Certification

**Invest in Compliance:** Meet IATA accreditation requirements **to enable Fly Privilege to** issue tickets directly instead of relying on third-party vendors. Achieving IATA certification will improve operational control, ticket pricing flexibility, and service efficiency.

**Staff Training & GDS Integration:** Train employees on IATA procedures, global ticketing systems (GDS), and airline policies to ensure smooth ticketing operations post-certification. Additionally, integrating Amadeus, Sabre, or Travelport will provide access to real-time flight inventory and competitive fares.

**Develop Direct Airline Partnerships:** Form strategic agreements with airlines to access special fares, improve refund policies, and offer exclusive travel deals, increasing Fly Privilege's competitiveness.

### 5.2.4 Diversifying Services

**Introduce New Offerings:** Expand into hotel bookings, car rentals, and travel insurance to provide one-stop travel solutions for customers. These additional services will increase revenue streams and improve Fly Privilege's positioning as a full-service travel agency.

**Offer Customized Tour Packages:** Develop exclusive travel packages for corporate clients, honeymooners, and group travelers, catering to specific customer preferences and seasonal trends. Special focus can be given to South Asia and Southeast Asia destinations where Fly Privilege has strong market expertise.

**Strengthen Partnerships with Hotels & Local Travel Operators:** Collaborate with hotels, tourism boards, and local transport providers to offer competitive rates and exclusive travel experiences, ensuring better deals for customers.

**Introduce Corporate Travel Solutions:** Provide business travel services, including priority visa processing, flexible ticketing, and executive travel packages, to attract corporate clients.

### 5.2.5 Enhancing Marketing Efforts

**Leverage Digital Marketing:** Utilize SEO, targeted social media advertising, and Google Ads **to** increase brand visibility, attract new customers, and enhance engagement. Content marketing through travel blogs, vlogs, and destination guides can further strengthen Fly Privilege's online presence.

**Develop a Customer Referral & Loyalty Program:** Implement a loyalty rewards system where returning customers earn points for future bookings. A referral program can incentivize existing clients to bring in new customers through discounts and exclusive offers.

**Highlight Niche Expertise:** Position Fly Privilege as a specialist in Thailand visa processing and South Asia/Southeast Asia travel. Promote this niche through targeted marketing campaigns, influencer collaborations, and travel webinars.

**Expand Local & International Collaborations:** Partner with corporate organizations, travel bloggers, and social media influencers to increase Fly Privilege's reach and credibility in the travel market.

## 5.3 Conclusion

Fly Privilege is a small yet dynamic travel agency that has carved out a niche for itself by offering personalized and cost-efficient travel solutions. Despite operating on a modest scale, it has earned a solid reputation among travelers looking for hassle-free air ticketing and visa processing services. The agency specializes in South and Southeast Asia travel and offers a competitive edge through its customer-focused approach. Notably, Fly Privilege holds a THAI ITC registration, enabling it to process Thailand visas quickly—one of its standout services.

While the agency enjoys several strengths, it also faces key operational challenges that limit its growth potential. Much of its work is still done manually, which slows down operations, increases the chance of errors, and affects service quality during busy travel seasons. With a small team handling multiple roles, efficient task distribution becomes difficult. Moreover, the agency functions as a third-party vendor for air ticketing and non-Thailand visas, relying heavily on external providers—an operational risk that can lead to service delays and dependency. The absence of IATA certification further restricts the agency's ability to issue tickets directly, increasing both processing time and operational costs. This puts Fly Privilege at a disadvantage compared to larger agencies that offer direct airline partnerships and GDS integrations.

To overcome these barriers and scale effectively, Fly Privilege must adopt digital transformation strategies focused on efficiency and customer experience. Introducing automation tools for booking and visa tracking would reduce human error, speed up processing, and improve service reliability. Developing an integrated online booking platform will enable customers to search flights, book tickets, and track visa applications in real time—making the experience more seamless and professional. A Customer Relationship Management (CRM) system would also allow the agency to maintain organized client databases, enabling better follow-ups and communication.

Alongside digital improvements, Fly Privilege should look into service diversification to expand its market reach and revenue streams. Adding hotel bookings, guided tours, and travel insurance will turn it into a one-stop solution for travelers. Building partnerships with embassies and consulates for direct visa processing—especially for destinations beyond Thailand—will reduce dependency on external vendors and streamline operations.

Securing IATA accreditation should be a top priority. This would allow Fly Privilege to issue airline tickets directly, eliminating intermediaries, lowering operational costs, and boosting profit margins. It would also enhance credibility and customer trust, helping the agency secure better terms from airlines and offer exclusive deals to clients.

By leveraging its current strengths and addressing operational inefficiencies, Fly Privilege can evolve into a tech-driven, customer-centric, and competitive player in the travel industry. Embracing automation, expanding its workforce, diversifying services, and pursuing key certifications will be essential for its growth. With these steps, Fly Privilege can strengthen its position in Bangladesh's travel sector—delivering on its values of personalization and affordability while meeting the ever-changing needs of modern travelers.

# **CHAPTER: 6**

## **APPENDICES**

## 6.1 Appendices

### Appendix A: Customer Satisfaction Survey Results

To understand customer experiences with Fly Privilege's ticketing and visa processing services, a survey was conducted. Below are the survey questionnaires

1. What services did you use?
  - Air Ticketing
  - Visa Processing
  - Tour Packages
  
2. How satisfied are you with Fly Privilege's visa processing service?
  - Very Satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very Dissatisfied
  
3. Did you experience any difficulties during the process?
  - Yes
  - No
  
4. Key Customer Suggestions for Improvement
  - Faster Visa Processing
  - Online Application System
  - More Destination Option
  - Better Customer Support

## **Appendix B: Visuals Supporting:**

Figure 6: Key customer suggestion for improvement

Figure 8: Customer facing difficulties

Figure 9: Satisfaction of customers regarding visa processing service

Figure 11: Customer used services

## **Appendix C: Fly Privilege's Current Ticketing Workflow**

This section outlines the current process of ticket issuance at Fly Privilege.

### **Step 1: Customer Inquiry**

Customers contact Fly Privilege via WhatsApp, phone, or email.

Staff provides flight options using B2B vendor platforms.

### **Step 2: Quotation & Payment Collection**

A manual price comparison is conducted, and quotations are sent.

Customers confirm, and payments are collected via bank transfer or cash.

### **Step 3: Ticket Booking & Issuance**

The ticket is booked via third-party vendors (since Fly Privilege lacks IATA certification).

Confirmation is sent to the customer.

### **Step 4: Ticket Delivery**

E-tickets are sent to customers via email and WhatsApp.

### **Challenges Identified:**

Manual fare comparison increases processing time.

Third-party reliance causes pricing inflexibility.

No direct integration with airline systems limits efficiency.

## **Appendix D: Visa Processing Workflow**

Fly Privilege processes visas for various countries, with Thailand being its main specialization. Below is the step-by-step process.

### **Step 1: Customer Inquiry & Document Submission**

Customers submit passport copies, photographs, and other necessary documents.

Staff reviews the documents for completeness and accuracy.

**Step 2: Visa Application Submission**

For Thailand, applications are processed directly through THAI ITC.

For other destinations, Fly Privilege relies on B2B partner agencies.

**Step 3: Visa Approval & Customer Notification**

Once approved, customers are informed via phone, email, or WhatsApp.

If rejected, customers are advised on re-application or missing documents.

**Step 4: Visa Collection**

Customers collect their visas, or they are sent via courier/email (for e-visas).

**Challenges Identified:**

No online tracking system for visa applications.

Dependence on third-party vendors for non-Thai visas.

Customers frequently request faster processing times.

**Appendix E: IATA Certification & Its Impact on Fly Privilege**

Currently, Fly Privilege does not hold an IATA certification, which affects:

**Ticket Pricing:** Reliance on third-party vendors leads to higher ticket costs.

**Processing Speed:** Manual ticket issuance delays customer service.

**Service Limitations:** Fly Privilege cannot offer direct airline booking discounts.

**Potential Benefits of IATA Accreditation**

Direct access to airline systems (GDS: Amadeus, Sabre, Travelport).

Competitive pricing without third-party markup.

Faster and more independent ticketing service.

# **CHAPTER: 7**

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